

Message Text

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TO SECSTATE WASHDC 5999

INFO AMCONSUL GUADALAJARA

UNCLAS MEXICO 0979

E.O. 11652: N/A

TAGS: BEXP, MX

SUBJ: APPAREL MACHINERY EXHIBITION

REF: MEXICO 10443; MEXICO A-464

FOR COMMERCE

1. THE FIRST PROMOTIONAL MEETING OF POTENTIAL EXHIBITORS IN NATIONAL APPAREL CHAMBER'S SECOND NEEDLETRADES MACHINERY SHOW SCHEDULED FOR LAST WEEK IN JUNE WAS HELD ON JANUARY 30. APPROXIMATELY 40 FIRMS REPRESENTED AT MEETING, MANY LOCAL DISTRIBUTORS OF US MANUFACTURERS. MEXICAN EXHIBITORS WILL BE GIVEN TWO WEEK PRIORITY TO CONTRACT FOR STAND LOCATIONS. AFTER FEBRUARY 14, NON-MEXICAN EXHIBITORS CAN CONTRACT FOR REMAINING SPACE. MRS. DENYSE C. SELESNICK IS IN MEXICO ASSISTING CHAMBER IN PROMOTING PARTICIPATION BY MEXICAN EXHIBITORS AND WILL ALSO HANDLE PROMOTION IN UNITED STATES AND EUROPE.

2. EMBASSY RECOMMENDS THAT USDOC ENCOURAGE PARTICIPATION IN THE MEXICAN SHOW BY US FIRMS, ESPECIALLY NTMS. AIRGRAM FOLLOWS WITH COMPLETE INFORMATION ON SCENARIO OF SHOW, PRICES, ORGANIZATION AND REGISTRATION REQUIREMENTS. THIS INFORMATION COULD BE SENT BY USDOC TO THOSE US FIRMS THAT HAD INDICATED AN INTEREST IN PARTICIPATING IN USTC APPAREL MACHINERY JEEP WHICH WAS SUBSEQUENTLY CANCELLED AS WELL AS TO ANY OTHER COMPANIES IN THIS INDUSTRY EXPRESSING INTEREST IN THE MEXICAN MARKET.

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